

St. Andrew's Public Relations Team

The Public Relations (PR) Team initially began as a small project by a bunch of enthusiastic students. This enthusiastic bunch is now 69 members strong. The PR Team's mission is to help our students to gain corporate-like experience while completing their education. The PR Team not only maintains a healthy rapport with the students and faculty of the college but also, builds and maintains rapport with multiple external parties. The PR Team has been steadily building the brand "Andrew's" and organising events to benefit the students. Here is a list of the activities conducted by the PR Team during the academic year 2021-2022.:

ISDI Careers for future Workshop:

This workshop was organised by the PR team of St. Andrew's in collaboration with ISDI, conducted on the 19th of August 2021 from 3:00 pm to 4:00 pm. The ISDI team presented information on the UG and PG courses, including cutting-edge, innovation-focused programmes that are based on intensive specialisation. The workshop included 3 modules; Careers of the Future, Portfolio Guidance and ISDI open day. The workshop duration was one and a half hours with a headcount of 10 people in attendance. It was a great experience and a wonderful opportunity for people who would want to proceed with a career in this field.

BIAP Investor Awareness Program:

On 21st August 2021, at 2:30 pm, a webinar organised by the Andrean PR Team in collaboration with BIAP was held. The speaker, Daksha Gogja shared many insights for the same. Around 40 students attended the session which lasted an hour. BIAP, a youth organization, helps students to bridge the gap between Industries and Educational Institutions. BIAP has conducted many workshops for educational institutions and Mutual fund houses. They aim to educate individuals regarding Financial Literacy and its concepts. The program taught students about the process of investing, key terms for investment and how to be a financially aware and protected investor. The session was a success and students enjoyed the process of learning about finance.

Finstreet Trading Event:

The Andrean Entrepreneurship Cell, in collaboration with the PR Team, hosted 'The Finstreet Trading Event,' an online trading event in Blockchain and Cryptocurrency. The 7-day live workshop was conducted on the CryptoTrainer App from the 16th of September to the 23rd of September. The event was enthusiastically attended by 37 students. Samiksha Jain, our point of contact, worked with us to make this event a success. The program's goal was to teach students how to invest in cryptocurrency and prepare them for the future. The session not only added talent but also added value to the students' portfolios.

12 Days of Christmas:

Somehow, before we knew it, Christmas 2021 was already on the horizon. With it, it marked the perfect opportunity to get our students engaged in some exhilarating activities, where they could delight, entertain and stay informed. The "12 Days of Christmas" series, initiated by the PR team, saw the ingathering of a multitude of students, albeit virtually. We collated a series of "guess the carol," "guess the movie," and even shared some lip-smacking holiday-themed recipes. Furthermore, the students were also encouraged to share their festive seasonal decor and cribs which were then featured on our social media handle. Our social media page also served as a platform to showcase their vocals by joining in singing Christmas Carols. An awesome hack everyone needs - wrapping tapeless gifts was also something they learnt.

Talentine:

Talentine, the online talent fest conducted by the PR team was back for a second year. Designed to put the Andreans' many talents on display, the fest was initiated with its kick-off Photography, Makeup and "COWID" events on 16th February 2022. The main events followed on 27th February 2022. These events, including Dancing, Singing and Instrumentals (a category that replaced 'Drama' from the previous year) were carried out in multiple phases. To be pandemic friendly, all of these events took place on our social media platforms – Instagram and YouTube where many Andreans participated with great enthusiasm.

MBA Seminar:

The MBA seminar, led by Prof. Bryan D'souza and Dr Amod Karnik, two graduates from VJTI and IIM, two prestigious MBA institutes, gave us an intellectual and informative insight into being an MBA graduate and the perks that come along with it. Prof. Bryan first took up the floor by giving a brief introduction on the topic, MBA, and then later moved on to explain the process of admission, the tests needed to be taken to get into the institutes of one's choice, the wide range of costs for the course, etc. Questions were answered too, regarding other variations of the courses and the major differences between them, such as PGDM. Speaking about one's own experience with the course, Dr Amod gave a thoughtful insight about it. He spoke about how each semester goes by and how one chooses their major or what they want to specialise in. He carried on his talk by speaking about the minimum salary an MBA graduate would get, especially if they were planning on pursuing their course abroad, advising on whether switching careers would be a wise decision, etc. Both presenters beautifully captured their audiences, and they finished well by informing students about the MBA programme and providing advice on how to pursue it.

Professors-in-Charge:

- Dr Harmeet Kaur Bhasin.
- Ms Belinda Jones.

Students-in-Charge:

- Head of Public Relations: *Vivian Vivy (TYBA Economics).*
- Assistant Head of Public Relations: *Yogikrishnan Pillai (TYBA English Lit).*
- Head of Content: *Rhea Dsouza (TYBA English Lit).*
- Head of External Communications: *Janhvi Mukherjee (TYBcom).*
- Head of Internal Communications: *Serena Miranda (TYBMS).*
- Head of Design & Video Editing: *Rhys Coutinho (FYBAMMC).*
- Head of Photography: *Brandon Pinto (TYBAMMC).*
- Head of Social Media: *Prashi Sinha (TYBMS).*
- Head of Web Development: *Abuzaid Peringalam (SYBA).*